

Parliament. The recessed filter cigarette.



1. Though his career was based on hot air, balloonist David Moeller raised his image with a cigarette holder. It also gave him cleaner taste.



2. No need for a cigarette holder today. Parliament's filter is recessed, so all you taste is rich, clean tobacco flavor. For the smoker who's coming up in the world.

It works like
a cigarette
holder works.



100's 1.1 mg "tar," 0.1 mg. nicotine
av. per cigarette, FTC Report Oct. '90

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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